



# AFRICAN BUSINESS GUIDE

International Export Oriented Directory

## ADVERTISING BOOKING CONTRACT

KINDLY FILL & FAX BACK THE BOOKING FORM TO US ON

**+ 9714 - 2 8 2 8 6 3 8 / 2865660**

KINDLY SELECT THE REQUIRED OPTION

|        | OPTION & SIZES        | COST OF 1 ISSUE | 2 ISSUES | 3 ISSUES  |
|--------|-----------------------|-----------------|----------|-----------|
| ( 1 )  | BACK COVER            | US\$ 5000 [ ]   | 9000 [ ] | 12000 [ ] |
| ( 2 )  | INSIDE FRONT LEFT     | US\$ 3800 [ ]   | 6840 [ ] | 9140 [ ]  |
| ( 3 )  | INSIDE FRONT RIGHT    | US\$ 3500 [ ]   | 6300 [ ] | 8400 [ ]  |
| ( 4 )  | INSIDE BACK LEFT      | US\$ 3000 [ ]   | 5400 [ ] | 7200 [ ]  |
| ( 5 )  | INSIDE BACK RIGHT     | US\$ 2500 [ ]   | 4500 [ ] | 6000 [ ]  |
| ( 6 )  | CENTREFOLD (2 X A 4)  | US\$ 2500 [ ]   | 4500 [ ] | 6000 [ ]  |
| ( 7 )  | FULL PAGE - COLOUR    | US\$ 1800 [ ]   | 3300 [ ] | 5000 [ ]  |
| ( 8 )  | FULL PAGE - B/W       | US\$ 1500 [ ]   | 2800 [ ] | 4000 [ ]  |
| ( 9 )  | HALF PAGE - COLOUR    | US\$ 1000 [ ]   | 1750 [ ] | 2500 [ ]  |
| ( 10 ) | HALF PAGE - B/W       | US\$ 800 [ ]    | 1500 [ ] | 2100 [ ]  |
| ( 11 ) | QUARTER PAGE - COLOUR | US\$ 600 [ ]    | 1100 [ ] | 1500 [ ]  |
| ( 11 ) | QUARTER PAGE - B/W    | US\$ 500 [ ]    | 1000 [ ] | 1250 [ ]  |

We Like To Book OPTION No \_\_\_\_\_ ISSUES \_\_\_\_\_ Costing US\$ \_\_\_\_\_

### TECHNICAL SPECIFICATION OF THE CATALOGUE

- Total Pages 124, Size of the Catalogue (A4) - 8.27 x 11.69 inches Maximum Printable Area 7.75 x 11 inches.
- Full Colour Advertisements should be provided with 4 colour separations (CMYK) with printed proof or on CD or by Email
- Quality of printing will depend on the artwork provided by the Advertiser.
- Advertising material should reach us by Courier or Postal mail at least 15 days before the publishing date.
- Acceptable artwork files: PSD, PDF, TIFF, EPS .increase half cm on all sides for the perfection of cutting (bleeding area).
- 300 Dpi for psd & tiff file. A4 = 22cm X 30.7cm. (Full Page). 22cm X 15.4cm. (Half Page). 11cm X 15.4cm. (Quarter Page).
- AI, CDR (Adobe Illustrator, Corel Draw) : art board size is same as art work. Maximum try to avoid jpeg, gif file , because of less quality.

### PAYMENT TERMS & ACCOUNT DETAILS

- FULL Payment to be made within a week after signing the Advertising Contract.
- Payment to be made by or Bank Transfer in Favour of " INNOVATION EXHIBITIONS "

### DECLARATION

- Please issue an invoice enabling us to effect payment accordingly.
- Fax copy of the contract will be considered as original and no advertising booking can be made without payment.

COMPANY NAME :- \_\_\_\_\_

CONTACT PERSON :- \_\_\_\_\_ POSITION :- \_\_\_\_\_

POSTAL ADDRESS :- \_\_\_\_\_

CITY :- \_\_\_\_\_ COUNTRY:- \_\_\_\_\_

TEL :- \_\_\_\_\_ FAX :- \_\_\_\_\_ MOBILE :- \_\_\_\_\_

EMAIL :- 1- \_\_\_\_\_ 2- \_\_\_\_\_ WEB : \_\_\_\_\_

PRODUCTS / SERVICES :- \_\_\_\_\_

Company's Stamp & Signature

DATE :- \_\_\_\_\_



**Innovation Exhibitions**

P.O.Box: 49985, Dubai, United Arab Emirates Tel: +971-4-2828664 Fax: +971-4-2828638 / 2865660  
info@ieo.ae / salmanin@eim.ae [www.africantradefairs.com](http://www.africantradefairs.com)